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Subject: Is Traditional Radio Dying?

Posted by [Chicken](#) on Tue, 07 Aug 2012 18:25:32 GMT

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With the advent of programs like Pandora and the ease of plugging phones and mp3 players into cars, do you think traditional radio become a thing of the past?

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Subject: Re: Is Traditional Radio Dying?

Posted by [Nymeria](#) on Mon, 13 Aug 2012 13:00:14 GMT

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No, I don't think traditional radio will die any time soon. People still enjoy the DJs, for instance, so I think they will tune in just for that. Many people still don't use Pandora or have cars with mp3 jacks either.

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Subject: Re: Is Traditional Radio Dying?

Posted by [Rockhaven](#) on Mon, 20 Aug 2012 19:05:33 GMT

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I think that radio definitely still has a presence in society, I just think that the music that floods the stations are not unique and are far from innovative.

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Subject: Re: Is Traditional Radio Dying?

Posted by [Damon73](#) on Sun, 26 Aug 2012 02:28:35 GMT

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I think traditional radio will continue to decline in popularity, but I doubt it will ever completely disappear. I know people who like to call and enter radio contests. I think unique features like that will help radio stations survive for a while.

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Subject: Re: Is Traditional Radio Dying?

Posted by [audioaudio90](#) on Sat, 22 Sep 2012 13:02:09 GMT

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Rockhaven wrote on Mon, 20 August 2012 15:05 I think that radio definitely still has a presence in society, I just think that the music that floods the stations are not unique and are far from innovative.

Yes, I wish that music on the radio had a little more variety as well. While there are still some great songs that are played, so many sound the same.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [The Noise](#) on Sat, 27 Oct 2012 15:24:00 GMT  
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Radio is like newspapers in my opinion. They're forms of media that have declined but will probably never die out completely. There will always be a market for them regardless of whether people treat them like nostalgic relics or not.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [gofar99](#) on Sun, 28 Oct 2012 03:26:05 GMT  
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Hi Everyone, I agree it will probably last a long time, but for me especially when traveling XM satellite is king. Few "commercials" except for themselves on the hour and it doesn't fade out except in places like tunnels. Not free though.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [The Mother](#) on Fri, 19 Apr 2013 13:37:24 GMT  
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I don't believe that local radio stations will ever completely die out. They may no longer be where we go to get the latest music but there are still plenty of reasons to listen to a local station, especially if you live in a small town. XM and the other "biggies" aren't interested in letting you know what is going on in rural areas.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Wayne Parham](#) on Fri, 19 Apr 2013 14:57:01 GMT  
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I listen to broadcast radio or streamed audio stations for one of two reasons: current local news or convenience. It's fine for me to listen to music on the radio as background material, in the car, while working, whatever. But the quality isn't as good as better media, records, tapes, BluRay and CDs, and high-res computer files. Airwave radio lacks bandwidth and is compressed and streaming audio is compressed even more. So the quality isn't there, but it's fine for casual listening.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Kingfish](#) on Wed, 24 Apr 2013 02:57:29 GMT  
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Traditional radio is kind of like newspapers. They're slowly declining but they will always have at least a "niche" interest with the public. It's good though, we need those bits of "living history" as it were.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Azuri](#) on Thu, 16 May 2013 21:06:28 GMT  
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Traditional radio will never die. I hope. With everything else becoming so personalized, the seeming randomness of the radio will make it seem like a novelty.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Nisha](#) on Thu, 04 Jul 2013 12:54:00 GMT  
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I am actually thinking that traditional radio might become obsolete within the next few years. Is it not primarily the older people still listening to radio? Unless technology advances in such a way that it makes listening to traditional radio appealing to the younger generation.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Chicken](#) on Thu, 25 Jul 2013 19:29:37 GMT  
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No, Nisha, I think plenty of younger people still listen to the radio, at least in the car. It's often easier just to hit up a station than to set up your mp3 player, especially for short trips.

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Subject: Re: Is Traditional Radio Dying?  
Posted by [Turtle](#) on Wed, 31 Jul 2013 19:33:08 GMT  
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audioaudio90 wrote on Sat, 22 September 2012 08:02Rockhaven wrote on Mon, 20 August 2012 15:05I think that radio definitely still has a presence in society, I just think that the music that floods the stations are not unique and are far from innovative.

Yes, I wish that music on the radio had a little more variety as well. While there are still some great songs that are played, so many sound the same.

With radio, advertising is the chief form of revenue. This equates to radio stations choosing content that will promote the greatest listening audience. That means top40 rules the day.

When people shop for an electronic device a radio tuner isn't a feature they are looking for.

Voice personalities, especially morning shows, still hold a value. The morning commute, for the most part, consists of an armada of one-manned vehicles. The company of a voice personality makes it as though you are not alone in the car. I don't think this idea will die out, but radio being the way it is delivered very well could.

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